

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

February 12, 2013

4:00 – 6:00 p.m.

AMPAS Pickford Center

1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Brian Folb, President, Paramount Contractors
Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios
Duke Gallagher, Treasurer, The Production Group
Carol Massie, Secretary, McDonald's Restaurants
Fabio Conti, Fabiolus Cucina
Charles Eberly, The Eberly Company
Kitty Gordillo, Hollywood Wilshire YMCA
Harout Markarian, Western Diocese of the Armenian Church
Elizabeth McDonald, Los Angeles Film School
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron
Katie Seymour, Windsor Communities
Mike Smith, Broadreach Capital
Arthur Stroyman, Kilroy Realty Corp.

Absent

John Given, City Build Advisors
Melissa Logan, Amoeba Music

Consultants

Sarah Besley, Executive Director
Kerry Morrison, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Steve Seyler, Andrews International
Devin Strecker, Hollywood Property Owners Alliance

Guests

George Abou-Daoud, Bowery St. Enterprises
Rick LaRue, Insurance West
Samantha Martinez, Kindel Group
David Simon, Kilroy Realty Corp.

ANNUAL MEETING

I. Call To Order

President Brian Folb called the meeting to order at 4:05 p.m.

II. Report from Nominating Committee

- A. Election of new board members:** Gordillo reported on behalf of the Nominating Committee that the slate of new board members consisted of Brian Folb, John Given, Melissa Logan, Carol Massie, Roxanna Sassanian, Katie Seymour, Michael Smith and Arthur Storyman, to be elected to two-year terms (2013-2015).

It was moved by Kitty Gordillo, seconded by Michael Pogorzelski and CARRIED to approve the slate of nominees for the board of directors. The motion carried unanimously.

- B. Election of Officers:** On behalf of Nominating Committee, Gordillo presented a slate of officers comprised of: Duke Gallagher for Treasurer; Elizabeth McDonald for Secretary; Roxanna Sassanian for Vice President; and Carol Massie for President.

It was moved by Kitty Gordillo, seconded by Mike Pogorzelski and CARRIED to approve the slate of officers. The motion carried unanimously.

III. Adjourn

The annual meeting was adjourned at 4:20 PM.

MONTHLY MEETING

I. Call To Order

Brian Folb called the regular monthly meeting to order at 4:11 p.m.

II. Public Comment and Introductions

David Simon, Kilroy Realty, and Samantha Martinez, Kindel Group, introduced themselves and gave a presentation on the proposed developed on the newly acquired Columbia Square property at 6121 Sunset Boulevard.

George Abou-Daoud addressed the board regarding the proposed “Peru Village” designation for the area around Vine Street between Sunset Boulevard and Melrose Avenue.

III. Approval of Board Minutes

A. Minutes from January 8, 2013

Copies of the minutes were emailed to the Board and hard copies were distributed at the meeting.

It was moved by Kitty Gordillo, seconded by Carol Massie and CARRIED to approve the Minutes from the meeting on January 8, 2013. The minutes were approved with two abstentions (Pogorzelski and Sassanian).

IV. Treasurer’s Report

A. Treasurer’s Report ending January 31, 2013

Gallagher reported that on the last day of January, the Sunset & Vine BID received \$500,000 in assessment revenue. Gallagher noted that there are fewer delinquencies than anticipated and Belsey reported that parcels that were previously assessed residential are now commercial, which will result in a slight uptick in revenue. Gordillo recommended revisiting and possibly repurposing the excess delinquency funds later in the year.

It was moved by Charles Eberly, seconded by Roxanna Sassanian and CARRIED to approve the Treasurer’s Report ending January 31, 2013. Unanimously approved.

- B. Overview of CHC insurance Coverage:** Rick LaRue, Insurance West, attended to discuss the insurance policies taken out by CHC, of which he said the Liability and D&O (Directors and Officers) would be of the most interest to the board. He explained that we have a standard liability policy with a limit of \$2M, with a \$5M umbrella. The D&O is a \$5M policy with a \$1,000 deductible, which is per the city’s

regulations. The rates have increased and the premiums have gone up slightly (about \$665 for CHC in 2013). Under these policies, all attorney fees fall outside the limits. Besley added that each one of our contractors has their own insurance policies and certificates naming the CHC as additionally insured. We have not had any claims filed to date. LaRue said that all carriers are A rated, except for the D&O.

- C. **Newly assessed LAUSD parcels:** Besley reported that the city informed her that with the passage of the Hollywood Community Plan, 17 parcels which were previously zoned residential (despite being part of the Helen Bernstein High School campus) have now been rezoned as commercial. HPOA staff has yet to calculate the newly added assessments given that LAUSD discounts their BID assessment. Gallagher suggested that we may be able to use the funds for social services.

V. Committee & Program Reports

A. Security Committee

1. **Update on security contract negotiations:** Mariani reported that he met with Bill Farrar on February 12th and they are very close to having a contract for Jeff Briggs to review. Mariani said he expects we will have a draft of the contract at the March board meeting.
2. **Changes in Security deployment:** Mariani reported that since October, the HED has been under pressure to provide security services at night. From 8-10 p.m., the guards are serving in an “observe and report” capacity three nights per week, Thursday through Saturday. This late night deployment is part of a three-week pilot program, which will be evaluated at the next security committee meeting on February 14, 2013. As a result, the Sunset & Vine BID’s 6 a.m. car is no longer deployed and the LAPD’s TAB car will be providing the early morning patrol.
3. **Status of AB5 (Homeless bill of rights):** Besley reported that the bill has gone back to Ammiano, who originally wrote the bill, and he is reportedly making amendments. The LA BID Consortium and the California Downtown Association have both voiced opposition to the bill and are mobilizing individual BIDs to write letters of opposition. Morrison said it is a long bill, but one of its points would be that “harassment” by BID agents is illegal, and the definition of harassment is encouraging or engaging behavior a person might otherwise not be interested in, which shuts down the ability for our BID officers, or homeless service providers, to engage with homeless individuals. Morrison said she may invite Ammiano to come visit so he can see the purposeful way we engage with the homeless community. Besley pointed out that there was a front page article about the bill in the LA Business Journal.

It was moved by Carol Massie, seconded by Roxanna Sassanian and CARRIED to draft a letter on behalf of the Central Hollywood Coalition opposing AB5 and pointing to the many examples where our BID security officers and outreach partners have engaged our homeless neighbors and ultimately lead them to services and/or housing (which the bill, as it is written, would prohibit). Unanimously approved.

4. **Homeless Count:** Besley reported that about 150 volunteers participated in the Hollywood Homeless Count, including Conti, Folb, Sassanian and Seymour. She said we hope to present a comparison with the previous count at the next meeting.

B. Marketing and Communications

1. **Sunset & Dine:** Strecker said the committee has continued to meet in preparation for the 2013 event, with a target date now of June 13, which still has to be confirmed by AMPAS. Due to the Academy Awards, it may be a few weeks before they are able to confirm.

C. Streetscape Committee

1. **Freeway off-ramp maintenance project:** Besley reported that the grant applications were submitted to the DWP by the January, 31st deadline. Once the grant is awarded, staff will alert Cleanstreet and monthly cleanup of the freeway off-ramps will begin.
2. **Update on MTA Call for Projects grant advocacy:** HPOA staff has a meeting scheduled with the Mayor's Office on Thursday. The HPOA has retained Kip Rudd (formerly of the CRA) to assist with advocacy and administration of the grants. The WOF Trust has in concept approved providing the matching funds that were originally imparted by the CRA, and are no longer available. In the best case scenario, the Central Hollywood Coalition may receive up to \$619,000 for streetscape improvements if the WOF Trust pays \$240,000 for WOF repairs along Vine Street between Sunset and Selma, however there are multiple approvals that must be granted by Metro and the city.

VI. New Business

- A. **Latest news on *General v. Specific* benefit court decisions:** Morrison said that there is a case pending against the Arts District downtown where the judge has initially interpreted economic development and marketing activities as general benefit. Consequently those activities cannot be supported by assessment revenue. A judge has yet to make a final determination; however, in the meantime, CDA is helping BIDs link arms to determine how to define general benefits state-wide.

VII. Old Business

- A. **Report on discussions with Guggenheim re/ parking management district:** Morrison said the working group, which includes: Chris Barton, Leron Gubler, and herself, is starting to discuss the structure of a joint powers authority (JPA) to manage the parking district in Hollywood. Ultimately the JPA would allow stakeholder input on pricing, management, signage, etc.
- B. **Stakeholder Survey:** Belsey provided an overview of responses from the stakeholder survey. A summary of findings is appended to these minutes.

VIII. Staff Reports

- A. **2013 BID Tour and Annual Meeting** – Besley discussed the upcoming BID tour and annual dinner, scheduled for March 12, 2013.

IX. Adjournment

The meeting was adjourned at approximately 4 PM.